

PRESS RELEASE

Rhum NEGRITA®

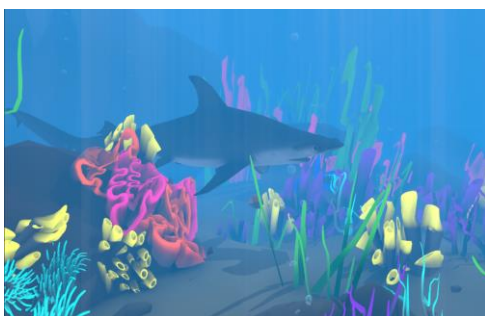
NEGRITA LAUNCHES THE 'CARIBBEAN ESCAPE' - AN EXCITING NEW VIRTUAL REALITY ADVENTURE

Immerse yourself in the fun atmosphere of the Friendly Caribbean with Negrita's revolutionary new Caribbean Escape - a thrilling Virtual Reality experience that will take you to paradise.

The leading rum brand, part of the hugely-successful Bardinet stable, has invested in state-of-the art VR hardware and specially-commissioned animation and graphics to create a stunning tour of their spirit's motherland, the sun-drenched Caribbean.



Swoop past fluffy white clouds and cut through beautiful azure skies on a daring paragliding and zipline adventure, high above the lush tropical forests and sandy beaches below.



Don your wetsuit to swim in the warmth of the deep blue Caribbean Sea, reaching out for your underwater camera to capture the moment forever.

Mix a sundowner with your own private bartender at the beachside tiki bar and then dance the night away with friends at an intimate party on the sands hosted by your very own DJ.

It's an experience you won't want to miss, all set to a catchy calypso soundtrack. Negrita Brand Manager Marion Divaret said: "Living a laid-back life in the Friendly Caribbean no longer needs to be a dream - everyone can experience the warm welcome of the exotic shores where Negrita was born with Caribbean Escape.

"We want to let people truly soak up that slice of paradise, to feel that happy, enveloping glow of Caribbean Friendliness. It's all about embracing the vibe of the local culture where fun times are spent together with family and friends, creating memories and sharing experiences."

Intended for use at trade shows, festivals, bar and parties, Caribbean Escape will let consumers and trade partners step into Negrita's World - a place where colours are bright, the music makes you want to dance and the sun always shines.

Caribbean escape, an experience realised in cooperation with Jardin des marques and Apperture.

Download Caribbean escape presentation video at: <https://we.tl/lipoeCVjP3>

ABOUT NEGRITA

Negrita's unrivalled quality and taste is the culmination of more than 100 years of expertise, honed by master craftsmen who've been mixing the finest Caribbean rums for generations.

Its intense bouquet and perfect marriage of vanilla and fruit makes it a leading force in the blended rum market. The spirit has a string of accolades to its name including an outstanding haul at this year's Rum Masters. Negrita Spiced was awarded the highly-coveted Master Medal in its category, while Negrita White Signature was deemed gold standard and Negrita Añejo Reserve, was awarded a silver medal.



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ABOUT BARDINET

Founded in 1957, BARDINET is part of Group LA MARTINIQUAISE, a leading independent French spirits group selling a wide product range in more than 100 countries with a turnover of €980million.

BARDINET produces and distributes major brands worldwide including SIR EDWARD'S, BARDINET BRANDY and GLEN MORAY SINGLE MALT.

We have more than 150 years of expertise and a passion for creating brands which have conquered the world.

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